



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit members of this association.






Virginia Green Travel Organization Profile:



Bed & Breakfast Association Of Virginia

The Bed and Breakfast Association of Virginia has over 200 members from bed and breakfast inns across the state. The Association encourages "going green" as both an environmentally correct way to do business, to save money. The Association practices environmentally friendly practices and encourages its members to participate in Virginia Green Lodging.

CORE ACTIVITIES for Travel Organizations

-  **Support Virginia Green**
-  **Green Meetings and Conferences**
-  **Recycling**
-  **Water Efficiency**
-  **Energy Conservation**

DETAILS:

- Providing information about Virginia Green in quarterly newsletter/emails
- Making an official Virginia Green endorsement to all member inns and encourage participation
- Setting a goal of recruiting as many member facilities as possible
- Displaying membership certificate prominently and using window decals
- Using the Virginia Green logo on signage
- Highlighting Virginia Green on website
- Using extensive electronic correspondence and 2-sided copying
- Eliminating use of Styrofoam cups and plates
- Using silverware instead of plastic utensils
- Using non-bleached napkins or cloth napkins

- Serving water in pitchers instead of bottles
 - Avoid box lunches
 - Encouraging members to recycle and work with their communities to set up recycling centers
 - Encouraging members to use “green supplies” and provide them with a list of providers
 - Using linens, fine china, and glassware at most inns over plastic, paper and other disposables
 - Encouraging replacement of older washers with new “green” appliances
 - Encouraging use of low flow showerheads and toilets
 - Encourage ceiling fans, conversion to EnergyStar appliances and compact fluorescent light bulbs
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For more information on the **Bed and Breakfast Association of Virginia**, see www.InnVirginia.com.

For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen.



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